

PALOS VERDES

The New City

DR. G. W. TEBBETTS
PALOS VERDES - THE NEW CITY
801 Lane Mortgage Bldg.
8th & Spring Phone VAndike 2481
LOS ANGELES, CAL.



“head and shoulders above
any other community—”

—Frederick Law Olmsted

Visit this New City *today!*

YOU have read what the leading landscape architects of America think of Palos Verdes. Now visit the New City and see for yourself. Big home-estates, ten minutes from your own beach, are reasonably priced and sold on convenient terms.

THE Estates Mortgage and Building Company is ready to finance homebuilders.

PALOS VERDES *The New City*

General Offices: 5th Floor Lane Mortgage Bldg.

Eighth and Spring Streets, Los Angeles

Telephone VAndike 2481

HENRY CLARKE
Director of Sales

BANK OF AMERICA
Trustee

REDONDO
Howard H. Towle
Lobby Redondo Hotel
PHONE 5005

PALOS VERDES
Office Near Entrance
Malaga Cove District

POMONA
Tolton Company
285 N. Garey St.

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 63940

TORRANCE
Gilbert, Hansen & Page
Phone 166

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012-W

Olmsted Brothers

America's Foremost Landscape Engineers



*Frederick
Law Olmsted*

Olmsted Brothers, of Brookline Massachusetts, who for more than two years have been engaged in the development of Palos Verdes, have been continuously leaders in their profession of Landscape Architects and Engineers ever since designing Central Park, New York, seventy years ago.

They have been responsible designers or consultants for the following important works:

Cities—Plans and Street Layouts

District of Columbia	Rochester
Pittsburgh	Newport
	Springfield

Residential Communities

Forest Hills, New York	Roland Park, Baltimore
St Francis Woods, S. F.	Palos Verdes

Expositions

Chicago World's Fair	San Diego
Seattle Exposition	Portland, Ore.

Parks

Chicago	Newark, N. J.	Brooklyn
Boston	Rochester	Denver
Atlanta	Baltimore	New Orleans
Seattle	Spokane	Etc.

Universities

Stanford	John Hopkins	Harvard
Yale	Louisiana	Chicago

Read what *Frederick Law Olmsted* says about *PALOS VERDES*.

OL
BRO

FREDERICK LAW OLMSTED
JAMES FREDERICK DAWSON
PERCIVAL GALLAGHER
EDWARD CLARK WHITING
HENRY VINCENT HUBBARD

Mr. Henry Clarke,
Director of Sales,
Palos Verdes Project.

Dear Mr. Clarke:

When you ask me to
residential communities, my reply
the salesman's point of view.

I will not dodge the
communities (such as Forest Hills, *
have been much more costly per acre
practicable at Palos Verdes. There
Florida, **limited to people of large
in which a spacious effect of "estates"

But it is equally a fact
shoulders above any other great residen

1. It has a more complete, systems
the start for parks, playground
than any other, including its en
of 4 1/2 miles in length on the
2. The topography, in combination wi
an extraordinary opportunity for
ocean views, even from relatively
below.
3. The administrative and legal machin
public and private improvements and
always be good of their kind, harmon
to the standard which the people of t
is better than has ever been set up e
4. The self-contained situation of the tr
hills next the ocean, safe from encroac
developments of an adverse sort surroun
with the above facts gives an assurance
permanence to the character of the comm
idential area near a metropolitan centre
rapid flux and shift and uncertainty of m
ments set in.

Yours very

Frederick

*Editor's Note:

Compared to Palos Verdes, Forest Hills, New York, is
small, the area being only 600 acres. The Palos Verdes
area now being developed contains 3,200 acres.

**Total expenditures for improvements on the residential
portion of Mountain Lake, Florida, were far less than
Palos Verdes will spend for improvements in 1924 alone.

OLMSTED BROTHERS
LANDSCAPE ARCHITECTS
BROOKLINE MASSACHUSETTS

Redondo Beach, Calif.,
February 19th., 1924.

to compare Palos Verdes with other notable
ly cannot be a mere laudatory write-up from

the fact that I have laid out residential
, *New York) where the initial improvements
re and therefore more complete than is
re are others, such as at Mountain Lake,
rge means with lots upwards of two acres
tes" is more consistently attained.

fact that Palos Verdes stands head and
dential community in these respects:

ematic and liberal provision from
nds, school sites and parkways
entire wonderful ocean shore,
he present tract alone.

with the street layout, gives
r permanently unobstructed
ly small lots, over the slopes

inery for assuring that
nd their maintenance shall
onious in character, and up
f the community really want,
elsewhere.

tract, on its island of
achment by any possible
ounding it, in combination
ce of stability and
community such as no res-
re has had since the
f modern urban develop-

ry truly,

ack Law Olmsted



How to go:

Best road to Palos Verdes: Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes.

Direct tickets via Pacific Electric at all P. E. Railway offices.